**IT Unit 4**

**Topic 2**

# Information management Alex Hudson:

**Importance of data & information to organisations (Informatics, p 247)**

1. **Distinguish between data & information.** Data is raw, unprocessed words and numbers that have little meaning. Information is statistics, paragraphs and images that allow people to have an understanding of the information.
2. **How is information used in an organisation?** Information is used in a variety of different circumstances within a company, but the majority of the time it is used to see their customers’ needs/location/interests, or to process payments (online banking is an example) and online solutions such as websites to provide this information or other information to the public (or their own organising)
3. **What are the qualities of data required for effective decision-making? Elaborate on each of the following qualities:**
   1. **Complete information:** The whole complete variety of information regarding the data, with additional resources provided for users to read/use upon.
   2. **Timely information:** Information must be relevant to the time it is used/published, such as data from 1953 won’t be useful regarding phone usage in 2017.
   3. **Accurate information:** The information must be correct and accurate, with no false statistics or information. All problems must be scientifically and logically solved for the user to understand how and why. All decisions need to be justified and all flaws needs to be demonstrated- but shown so they cannot cause any more trouble.
   4. **Unbiased information**
      1. **Bias through sorting:** All information which is processed through sorting must not be bias towards certain things, people or data. For an example, a contact of 250 personal should not be listed from most-least popular, but instead alphabetically or age.
      2. **Bias through graphics:** Bias can occur when selecting graphs, depending on the size used and the overall scale. Graphs must be sized correctly, to avoid over/under stating statistics or information.
   5. **Clarity of the message:** The relevance and importance of the message refers to the clarity. The way it is presented, which topics of information is highlighted, the effectiveness of how the information is conveyed and the collection of the data, to present. Conciseness is very important as organisations want all of the work to be professional, clean and make sense to the reader.

**Goals & objectives of organisations & information systems (Informatics, p 249)**

1. **What is the purpose of a strategic plan?** To allow an organisation to have a clear contention of what they wish to achieve, how they will acquire it, what needs to be done, any financial or human costs that are associated with it and what the final product with look/work like.
2. **What is the purpose of a mission statement? How does it differ from a vision statement?** A mission statement is the basis for establishing a set of common goals which will hopefully allow the accomplishment of the organisations aims.
3. **Distinguish between goals & objectives:** Goals are broad and a series of milestones which are wished to be acquired, but are not needed for the completion of the project. While objectives are project progression areas which need to be completed, before the team can move onto the next area of the plan.
4. **Give examples of different goals for businesses as opposed to non-profit organisations.** Some goals for businesses could be to have over 50,000 users of their application, while making over $2000 a week based on In-App purchases. For another organisation, it could be to have a 99.999% uptime of their website compared to their average 95.24% uptime.
5. **List some common goals of an organisation.** To have X number of users by the end of the month, to daily have X users accessing, using or viewing their work. To gain X amount of money after a year’s progression. The list can go on but goals normally use a numerical value alongside a date.

**Information Systems: (p 251)**

1. **What is an information system? What is its overall purpose?** To provide a variety of tools, information and assessable resources for users to gain an insight on the works of an organisation, project or goal. Comprised of Hardware and Software, Processors, people and data.
2. **What is a system goal?** Very similar to other goals,
3. **List three basic goals of an information system. Use an example to explain how they can help an organisation achieve its goals.**